

Message Text

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PAGE 01 BUCAR 01195 091109Z

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ACTION EB-07

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FM AMEMBASSY BUCHAREST

TO AMEMBASSY BERLIN

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AMEMBASSY VIENNA

UNCLAS BUCAREST 1195

BERLIN FOR VONTILLIUS, DUSEX LEIPZIG

E.O. 11652: N/A

TAGS: BEXP RO

SUBJECT: ROMANIAN PARTICIPATION, LEIPZIG SPRING FAIR

REF: VIENNA 0987

1. ROMANIA WILL BE MAKING MAJOR EFFORT AT LEIPZIG THIS YEAR, WITH THIRTEEN FTOS EXHIBITING AND OTHERS SENDING REPRESENTATIVES. MAXIMILIAN VARDAN OF BUCHAREST INTERNATIONAL FAIR AUTHORITY, WHO IS WELL KNOWN TO EMBASSY ECON/COMMERCIAL SECTION, WILL BE DIRECTOR OF ROMANIAN EXHIBIT AND WILL ARRIVE LATER THIS WEEK. HE SAID HE WOULD SEEK YOU OUT, AND NOTED THAT GOR ELECTRONIC EXHIBITS WILL ALSO BE IN HALL 18. HE WOULD LIKE TO OBTAIN FROM YOU A COMPLETE SET OF COMPANY LITERATURE; CATALOGS SENT TO US HAVE ALREADY BEEN DISTRIBUTED TO INTERESTED FTOS. VARDAN WOULD BE LOGICAL PERSON TO CONTACT TO PASS ON INVITATIONS. HIS DEPUTY IS A MR STEFANITA OF MINISTRY OF FOREIGN TRADE.

2. KEY FTOS OF INTEREST TO US EXHIBITORS, THEIR IMPORT PRODUCT LINES AND DELEGATIONS FOLLOW. FIRST THREE WILL BE EXHIBITING; TEHNOIMPORT IS SENDING AN IMPORT DELEGATION. IN SOME CASES MORE REPS WILL BE SENT AFTER TRAVEL CLEARANCES ARE APPROVED; LIST INCLUDES ONLY TOP PEOPLE.

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PAGE 02 BUCAR 01195 091109Z

A. ELECTRONUM IMPORTS ELECTRONIC COMPONENTS; COMPUTERS AND RELATED EQUIPMENT; RADIO/TV, TELEPHONE AND OTHER ELECTRO-ACOUSTIC EQUIPMENT; ELECTRONIC MANUFACTURING AND CONTROL EQUIPMENT. DELEGATION LEADER: NICOLAE BOTSOCANI, COUNSELOR IN MINISTRY OF MACHINE BUILDING. OTHERS, ALL FROM ELECTRONUM: ING. (MRS BOANGIU, MRS GEAGLA, MR CIOROMELA.

B. ELECTROEXPORTIMPORT IMPORTS ELECTRIC MOTORS, HIGH-VOLTAGE ELECTRIC EQUIPMENT, EQUIPMENT FOR CABLE AND CONDUCTOR PRODUCTION, ELECTRIC HANDTOOLS, INSULATING MATERIALS, ELECTRIC WELDING EQUIPMENT, ELECTRIC FURNACES (EXCEPT FOR IRON AND STEEL), TECHNOLOGY FOR ELECTRICAL ENGINEERING INDUSTRY. DELEGATION NOT YET PICKED.

C. MASIMEXPORTIMPORT IMPORTS MACHINE TOOLS AND RELATED ACCESSORIES, COMPONENTS (INCL. GRINDING MATERIALS) AND TECHNOLOGY. DIRECTOR GENERAL GHEORGHE DIMA AND DIRECTOR OF IMPORTS NICLAIE GRECU WILL BE IN LEIPZIG.

D. TEHNOIMPORTEXPORT IMPORTS ALL TYPES OF LABORATORY, MEASURING AND TESTING EQUIPMENT; SPECIALIZED OPTICAL, MEDICAL, PRINTING, RECORDING, AVIATION, AND OTHER TECHNICAL EQUIPMENT. LEADER WILL BE DIRECTOR IONITA; CRISTACHE PAUN AND SEVERAL OTHER REPS WILL ATTEND.

3. DURING CALL BY COMATT, ELECTRONUM RAISED TWO POINTS OF CONCERN TO US EXPORTERS OF ELECTRONIC EQUIPMENT TO ROMANIA.

A. ELECTRONUM BELIEVES US ELECTRONIC EQUIPMENT SOLD IN WESTERN EUROPE IS PRICED MUCH TOO HIGH COMPARED WITH US DOMESTIC PRICES, EVEN CONSIDERING TRANSPORT AND DISTRIBUTION COSTS, AND SUSPECTS THAT THIS REFLECTS LESS COMPETITION IN EUROPE. THEY CITED EXHIBITOR TAYLOR INSTRUMENT AS AN EXAMPLE OF FIRM WITH WHICH THEY HAD DEALT SUCCESSFULLY IN 1965-67 BUT WHICH BECAME TOO EXPENSIVE THROUGH ITS EUROPEAN OFFICE. GOR WOULD PREFER TO BUY DIRECTLY FROM US.

B. GOR REQUIRES SOME FORM OF QUALITY CERTIFICATE TO BE SHIPPED WITH ELECTRONIC EQUIPMENT. CERTIFICATE CAN EITHER STATE GUARANTEED PERFORMANCE CHARACTERISTICS, OR IT CAN DECLARE UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BUCHAR 01195 091109Z

THAT THE EQUIPMENT MEETS THE SPECIFICATIONS OF A SPECIFIC (IDENTIFIED) CONTRACT. ELECTRONUM FEELS THAT SUCH A CERTIFICATE SHOULD BE NORMAL COMMERCIAL PRACTICE, AND THAT THEY SHOULD NOT HAVE TO PAY EXTRA FOR IT.

4. TRADE OPPORTUNITY FOR DORIC SCIENTIFIC. ELECTRONUM HAS A NEW INQUIRY FOR TEMPERATURE MEASURING INSTRUMENTS FOR FOUR AGRICULTURAL SILOS, AND EXPECTS THAT THIS WILL BECOME A

PERIODIC IMPORT REQUIREMENT. AT THIS STAGE THEY WOULD LIKE
TECHNICAL DATA FROM DORIC, AND PROMISED TO SEND ONE OF THEIR
REPRESENTATIVES TO DORIC'S STAND IN LEIPZIG.
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